



ENERGY STAR Qualified Compact Fluorescent Light Bulbs: *How to Promote Products AND Energy Efficiency*

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy-efficiency. It identifies products, including compact fluorescent light bulbs (CFLs), in more than 40 different categories that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

How do compact fluorescent light bulbs qualify for ENERGY STAR?

To qualify for the ENERGY STAR label, light bulbs must meet strict guidelines for energy efficiency set by the U.S. Department of Energy (DOE). Bulbs must also meet standards for minimum product life, start-up time, color rendering, and other quality control measures. Each bulb comes with a two-year warranty for residential use.

ENERGY STAR qualified light bulbs provide the same warm light output as incandescent bulbs while using at least 2/3 less energy, and without flickering or humming. Modern compact fluorescent technology makes colors appear as natural as in incandescent light. Bulbs are available in several different shapes to fit the style of your fixture, including spiral, globe and reflector.

[Manufacturers to insert photo of their compact fluorescent light bulb here]

(include model name or number)

Why should consumers buy ENERGY STAR qualified light bulbs?

Save Time and Effort: ENERGY STAR qualified light bulbs last 6 to 15 times longer than incandescent bulbs. Longer life means fewer bulb changes – great for hard-to-reach fixtures.

Save Energy and Money: Replacing an incandescent light bulb with an equivalent ENERGY STAR bulb saves an average of more than \$35 in energy costs over the lifetime of the bulb.

Save the Environment: Less energy use means less air pollution and greenhouse gases emitted.

On average, consumers can save over \$35 in energy costs per bulb for the lifetime of the bulb

How should I promote ENERGY STAR qualified light bulbs?

Consumers want to reduce energy costs but are often unsure of where to start. With concerns about climate change on the rise, they also want to protect the environment. ENERGY STAR qualified products help consumers do both!

Retailer Support: Take advantage of joint efforts between ENERGY STAR and national retailers to promote bulbs in-store. With growing demand for energy efficient products, retailers are looking to increase their inventories.

Utility Support: Utilities across the country will offer millions of dollars for rebates, incentives and cooperative marketing for ENERGY STAR qualified light bulbs. Encourage sales associates to check with local utilities for incentives or visit the ENERGY STAR store locator and utility rebate finder at www.energystar.gov/stores/storelocator.asp

Strong Market Potential: ENERGY STAR qualified light bulbs make up less than 5 percent of all residential light bulb sales nationwide. The relatively low market penetration leaves plenty of room for growth.

In-store promotion ideas

Improve customer awareness and access to qualified models. Here are a few ideas to share:

- Co-brand a poster, banner, or other form of large-scale printed advertisement with a retailer.
- Create an energy-efficiency display area for all of your ENERGY STAR qualified products. Use event advertising to draw attention to a display.
- Offer sales associate training on qualified ***[insert brand]*** products.
- Reach a broader audience by using selected marketing materials available in Spanish.

Which ***[Insert Brand]*** models display the ENERGY STAR to date?

[Manufacturers to insert their list of model numbers here]